

# Connect 2016

January 31 - February 3

Hilton Orlando

#ibmconnect



IBM

## Top reasons to attend Connect 2016 for social business

**IBM Connect 2016** is the premier conference for social business and digital experience. See first-hand how IBM's new digital assistant, based on IBM cognitive technology, will help you focus on work that satisfies customers and grows your business. Discover how IBM solutions increase collaboration and productivity by delivering the next generation work experience.

- 1 See what social can do for you**  
Discover winning strategies, solutions and best practices from industry thought leaders, subject matter experts and IBM clients.
- 2 Increase your expertise**  
Compelling keynotes, 150+ sessions and customer stories, hands-on labs and insights into the latest industry trends and innovations will deepen your expertise.
- 3 Build a competitive advantage**  
Learn how IBM can help you enhance collaboration and focus on work that drives growth.
- 4 Extend your social network**  
Network, unwind and socialize with thought leaders, IBM executives, peers and Business Partners in dedicated open-dialogue sessions and special receptions.
- 5 Experience the latest solutions**  
Get hands-on and give your feedback on the latest IBM solutions and technologies in our Design Labs.

Attend Connect 2016 to explore breakthroughs and best practices in social business and digital experience. Register by November 30th to save \$200 off the standard conference rate.

Register now at [ibm.com/connect](http://ibm.com/connect)